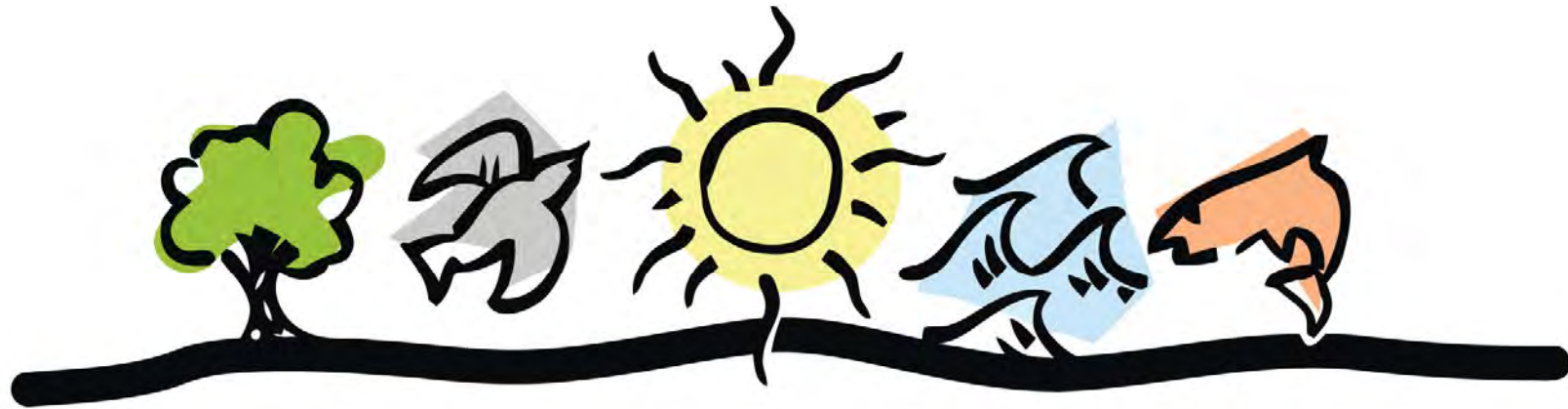




Buzzards Bay Action Committee  
Thursday, 11/21, 9:00 a.m.

# Outcomes:

- Goal: Increased knowledge about our program and actions
- Build community
- Get to know each other
- Generate ideas, increase participation
- Solar Tour, 12/8
- Solar Town Challenge



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Southeastern Environmental Education Alliance



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# Partners



Old Bedford Village Development Corp, Inc.





- 19 Organizations
- 1810 - 2008
- Over \$25,000,000
- Team
  - F/T: 286
  - P/T: 393
  - Interns: 127
  - Consultants: 114
- 50,000 members



soilRootcause  
 YouthOceanEarth systemsClimateFood~securityRegional~developmentClimate~scienceEndangered~species~monitoringEnvironmental~stewardsl  
 Water



# SouthCoast

## ENERGY CHALLENGE

# Energy Challenge Lead Partners



# Core Team



**Jennifer Marshall Grantham**  
Director, SEEAL & Energy Challenge

**Karen Stewart**  
Assistant Director, Energy Challenge

**Diana Painter**  
Community Organizing Manager, SEC

**Megan Boyle**  
Admin Assistant, SEEAL & SEC



# 2013 Interns!



# STRATEGIES



## A Community Energy Savings Campaign

to sign up 10,000 homes in our region to reduce energy use by 15%

**Our Goals:**  
**Save Money**  
**Build Community**  
**Protect the Planet**

**Take the challenge**

...and energy savings actions:



27 SouthCoast Cities & Towns!

Acushnet  
 Attleboro  
 Bourne  
 Bourne Heights  
 Dighton  
 Fall River  
 Fairhaven  
 Freetown  
 Gay Head  
 Mattapoisett  
 Middleboro  
 North Attle  
 North Attleboro  
 North Duxbury  
 North Scituate  
 Norwell  
 Raynham  
 Raynham Heights  
 South Attle  
 South Attleboro  
 South Duxbury  
 South Scituate  
 Wareham  
 West Attleboro  
 West Duxbury  
 West Scituate



## 2 Actions For Your Home

**Get a No-Cost Home Energy Assessment!**

You already pay for this on your utility bill. After the 2-hour assessment (a \$300-\$500 value) you may SAVE 3-5% on your monthly energy costs. It's easy!

Make your home more comfortable and safer!

An assessment includes:

- Simple results
- Weather-tightening recommendations
- Rebate information

**Consider Solar Power!**

Homeowners: Save money on solar! Take advantage of MA rebates and incentives. Now is the time to get solar!

2 Finance Options:

- No Brainer
- Smart Investment

Is your home 'Solar worthy'?

at least 200 sq. ft. South-facing, unshaded roof, or at least 20x10 ft. of unshaded ground

**Sign Up Now! [www.SouthCoastEnergyChallenge.org](http://www.SouthCoastEnergyChallenge.org) (508) 910-1871**



# Business Partners



**next step living**

home efficiency, made easy

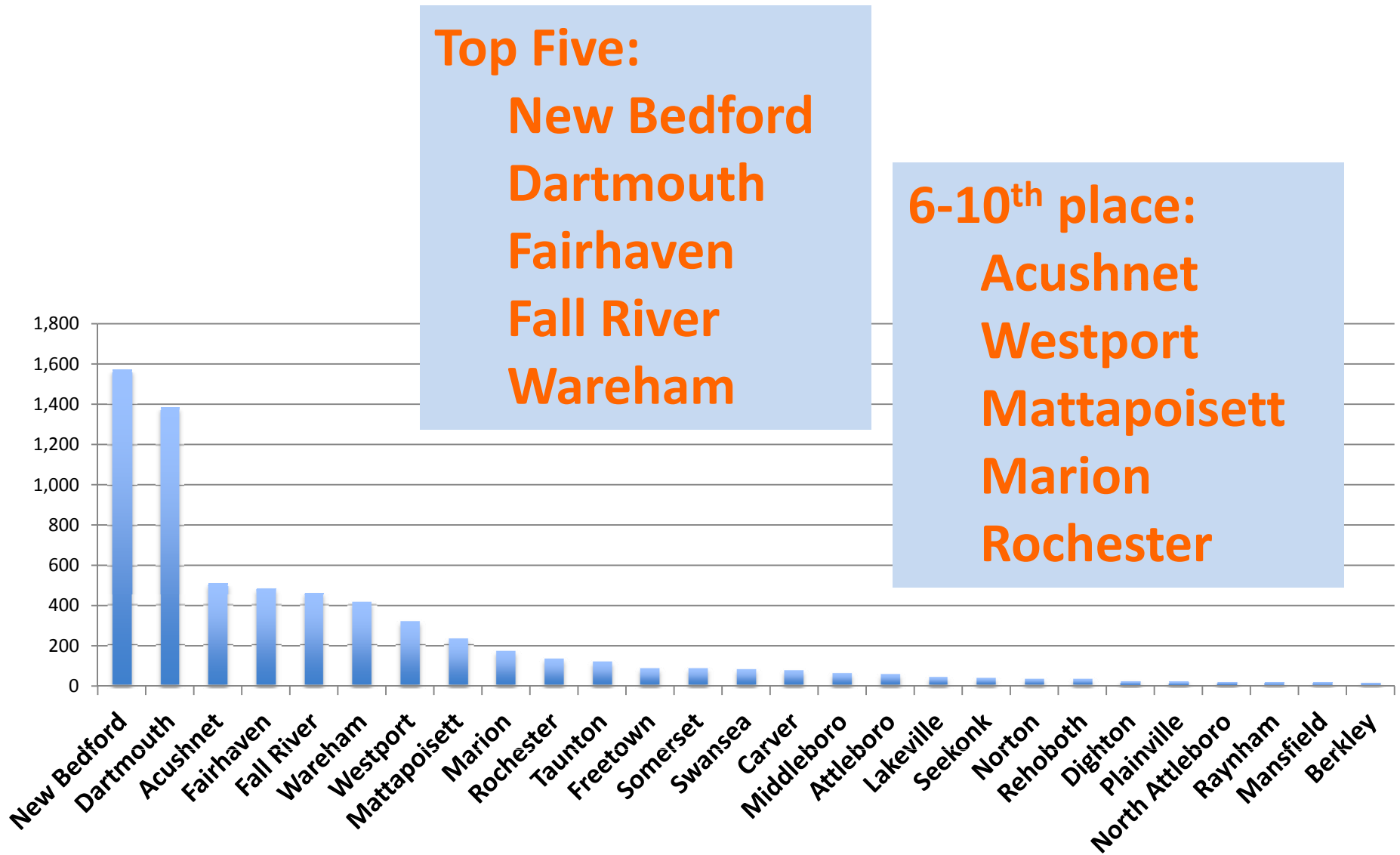


**REAL GOODS | SOLAR**



**MASSACHUSETTS  
CLEAN ENERGY  
CENTER**

# Friendly Competition Among Towns



# Script

- Hello, my name is \_\_\_\_\_. I am an intern with the SouthCoast Energy Challenge.
- Our organization and our goal
- “Friendly competition” among towns – can we sign you up to take the challenge?
- First action - HEA
- Are you a homeowner?...Solar
- Overview
- Thank you!

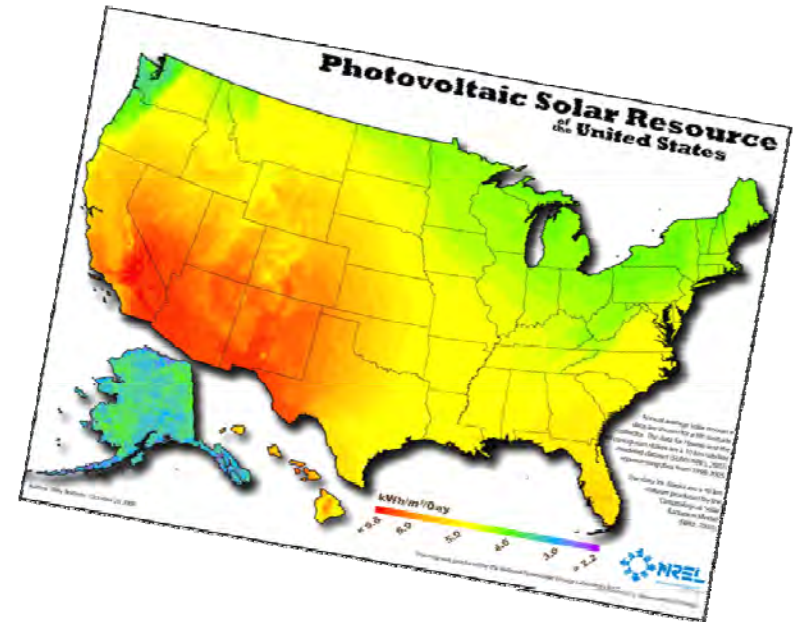
# First Action: Home Energy Assessment



- No-cost Mass Save Home Energy Assessment: \$400-600 value
- Instant Saving Measures:
  - CFL Light Bulbs
  - Programmable Thermostats
  - Water Saving Devices
- Air Quality Check
- 100% rebated air sealing
- 75% off – up to \$2,000 – towards approved insulation/weatherization measures
- 0% Interest HEAT loan

## Second Action: Consider Solar for Your Home

- Save or Make Money
- Fix your Electricity Costs
- Financing Available
- Replace Fossil-fuel based Energy with Green Energy



# SouthCoast Energy Challenge

- 2 years – 8,099 participants in SE MA
- 4x membership since February, 2013
- 5637 signed up HEA: 2,147 completed, 497 weatherized
- 2,866 interested in solar: 112 contracts, 61 installations
- 3.5 staff + 60 interns made this happen!
- Summer interns (21 p/t & 3 f/t): 150 events, 487 shifts = 1,410 outreach hours



# Our 1<sup>st</sup> Town Solar Challenge

## Fairhaven Solar Challenge

Launched 5/29

17 contracts, 300 leads



### Lessons Learned:

- Build Community
- Partner on Canvassing
- Negotiate lower price
- Increase Media communication

# Tri-Town Solar Challenge

- Marion, Mattapoisett, Rochester
- Solar-specific outreach
  - Resident Letter
  - Canvassing
  - Presentations
  - Events
  - Press
- 6 months, thru March '14
- Goal: 45 installs



**Solar Success Story**

**The Teal Family**  
Rochester, MA

**Who Are We?**

The SouthCoast Energy Challenge is a community energy savings campaign with a goal to reduce the carbon footprint of the SouthCoast by 15% in 3 years. Thousands of your neighbors have already taken advantage of energy savings. Please join us!

**Take Action!**  
Sign up for the Challenge!  
Take simple actions, track your energy savings, and calculate your carbon footprint.  
[www.southcoastenergychallenge.org](http://www.southcoastenergychallenge.org)

**Get a No-Cost Home Energy Assessment!**  
Our partner, Next Step Living, can help you assess where your home could use improvements to reduce the amount of energy you use.

**Go Solar!**  
State and Federal rebates and incentives make it a great time to get solar!

**Partner Organizations:**

**SouthCoast Energy Challenge**  
63 Union Street, New Bedford, MA 02740  
508 910-1871  
info@southcoastenergychallenge.org  
www.southcoastenergychallenge.org/tri-town

*"After making our house and farm as energy efficient as possible, we felt that going solar was just the right thing to do. As an individual, it's hard to affect policy; but by going solar, we feel that we are doing our part to help move our country towards energy independence."*

- Susan Peterson Teal, Rochester Resident

**next step living**

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**SouthCoast**  
ENERGY CHALLENGE

**Save Money.**  
**Build Community.**  
**Protect the Planet.** 

Take the  
challenge!

# Save Money

- Save \$\$ on health
  - Bristol County's "F" from the American Lung Association
    - High ozone pollution harms breathing and immune system
    - Mass susceptible to polluted air because of being "the tailpipe" of the country, according to CEO of ALA



# Save Money

- Use Less, Pay Less – The Solar Special
  - Solar is a smart investment for individuals and municipalities
    - Kate Fentress
    - Town of Dartmouth
  - If Energy Challenge successful
    - \$25 Million will stay in the local economy
      - Helping farmers
      - Helping local businesses



# Save Money

- Cost of National Security
  - Locally produced energy means we aren't as susceptible to external national crisis
    - i.e. Middle East
    - SRPEDD
    - SEMAP



# Build Community



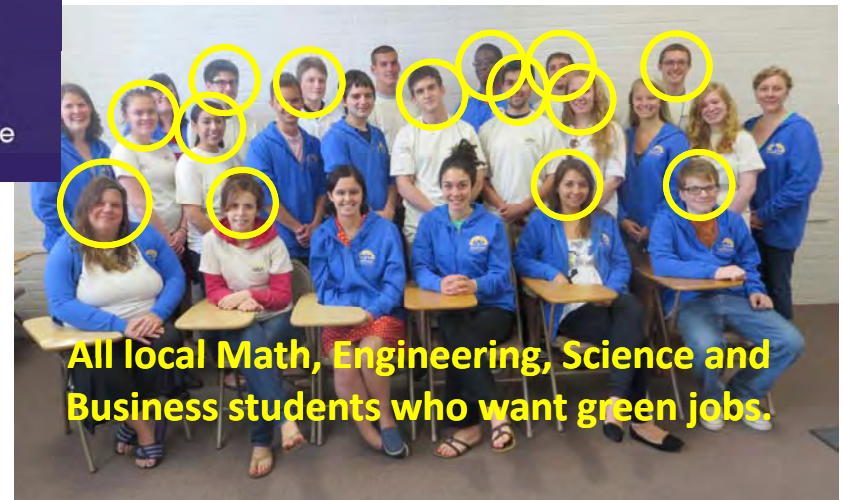
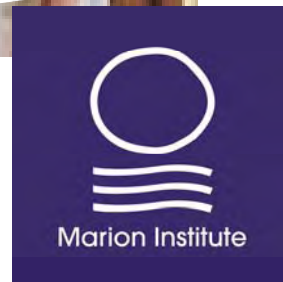
9/24: Governor Patrick, 11.8% job growth in MA clean energy sector over the last year

American Council for an Energy-Efficient Economy rated Boston as the most energy-efficient city in the U.S.

## Community:

a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

To share a stake and the opportunity for a better place to live by all being part of the solutions.



**All local Math, Engineering, Science and Business students who want green jobs.**

# Protect the Planet





# How would you like to help?

## Take the Challenge

- Taken the challenge?
- Gotten a home energy assessment?
- Signed up for a solar assessment yet?
- Invite us to your group?
- What else?



Solar Tour, 12/8

RSVP: [info@southcoastenergychallenge.org](mailto:info@southcoastenergychallenge.org)

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**SouthCoast Energy Challenge**  
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**(508) 493-4343**



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[www.SouthCoastEnergyChallenge.org](http://www.SouthCoastEnergyChallenge.org)

An initiative of SEEAL (Southeastern Environmental Education Alliance)



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Community Organizing Manager

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